

THE DIRECTOR OF CENTRAL INTELLIGENCE

WASHINGTON 25, D.C.

16 January 1964

MEMORANDUM FOR: Executive Committee

SUBJECT : Agency Relations with News Media

1. Policy guidance concerning the handling of relations with news media will be issued from time to time by the Director or Deputy Director, and under no circumstances is to be changed or modified except by the Director or Deputy Director in written form, or orally and confirmed by implementing memorandum.
2. News media contact for background briefings are to be on a non-attributable basis and are to involve areas of discussion approved by the Director or the Deputy Director after coordination by him with the White House, Department of State, and the Department of Defense, as appropriate. Such briefings must always be conducted on an individual and never on a collective basis and with customary care to avoid disclosures with respect to intelligence information, estimates or administration policy resulting therefrom. Briefings involving attribution should be avoided at all times except under the specific authority of the Director or Deputy Director, such authority to be granted after receipt of policy guidance from the White House.
3. As a general rule, in the absence of specific instructions and coordination in accordance with paragraph 2 preceding, CIA shall make no releases on any of its estimates, analyses, or reports, whether classified or not. It is considered preferable that such releases be made, if at all, by departments or agencies other than CIA.
4. The substance of personal contacts with individuals of the press, either socially or otherwise, will be recorded in a memorandum for the record as is the Agency's present practice, and a copy forwarded to Mr. Chretien for his information.

SECRET
EYES ONLY

- 2 -

5. It continues to be my desire to create an "image" of CIA which identifies the Agency with its statutory responsibility for assembling, analyzing, and evaluating all intelligence of national significance and reporting the substance of this intelligence to policy makers. This image can be conveyed by emphasizing the Agency's statutory role, as contrasted to its operational activities, in private discussions with our counterparts in Government, with members of Congress and in occasional meetings with influential members of the press or general public. It is not desirable in discussions of this character to refer to operational achievements or substantive production or to make any statements bearing or susceptible to attribution.

6. As recent publicity involving the Agency has probably had a varying impact upon different components, Deputy Directors are requested to submit to the DDCI statements which assess the implications of this publicity for their particular areas with recommendations as to what action they consider appropriate to accomplish the purpose outlined in paragraph 5.


John A. McCone
Director

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1cc Chretien 7-14-65

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18/
John A. McCone
Director

64-4114

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John A. McCone
Director

EYES ONLY

MEMORANDUM FOR: DDC/

Ray Cline's views
on Agency relations
with the press.

WR

Refer to KKK -

2/11

(DATE)

FORM NO. 101 REPLACES FORM 10-101
1 AUG 54 WHICH MAY BE USED.

(47)

64-1035

10 FEB 1964

MEMORANDUM FOR: Deputy Director of Central Intelligence
SUBJECT : Agency Relations with News Media

1. This memorandum is in response to paragraph 6 of Mr. McCone's memorandum for the Executive Committee of 16 January, same subject.

2. The recent publicity has not had significant impact upon the Directorate of Intelligence. Insofar as it is discernible the thrust of the reaction of our personnel has been in the direction of returning to a "no comment" policy.

3. There is uniform agreement, however, that we should make a sharp distinction between our policy for dealing with the press and our policy covering outside contacts of CIA personnel. While our dealings with the press should be minimal, current restrictions on the identification of DDI personnel could to advantage be relaxed. Thus in at least selected cases personnel would be identified with CIA instead of merely "US Government" (a tag which is often either meaningless or ridiculous). Moreover, we should continue our present limited distribution of unclassified economic reports.

[Redacted Signature]

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RAY S. CLINE
Deputy Director (Intelligence)

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DD/S 64-0652

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EYES ONLY

641163 E.O.

13 FEB 1964

MEMORANDUM FOR: Deputy Director of Central Intelligence

SUBJECT : Agency Relations with News Media

REFERENCE : Executive Memo No. 121 dtd 16 Jan 1964 to Deputy Directors and Heads of Independent Offices fm DCI, same subject

1. This memorandum is for information only. It responds to the Director's request that the Deputy Directors assess the implications of recent publicity for their particular areas of responsibility.

2. In terms of the possible effect upon the discharge of the Agency's Support responsibilities, there has been no measurable impact and none is expected. With the exception of the Director of Personnel, however, all of the Support Office Heads agree that the public image of the Agency suffered. The Director of Personnel believes that publicity which reflects favorably upon the Agency and brings to public attention facets of our work which have been relatively unknown to the general public will work to the advantage of the Agency particularly in our efforts to recruit superior candidates for employment. Our experience last fall with the "100 Universities Program" demonstrated quite conclusively that presentations to the public which are carefully planned and deliberately placed in a proper security context before they are released to the public can make a very positive contribution toward the creation of a better public understanding and awareness of our true role in this country's foreign affairs. I believe it is possible to have an aggressive and positive public relations program in this pattern without any underlying implications that recruitment is the objective.

3. Among the other Support components the consensus is that any news release or news conference which deals with the substantive aspects of our operational activity or the content of our intelligence output will not only weaken our security but will probably cause adverse public reaction. It is also felt that employee morale may suffer and our people may become confused by any significant departure from our traditional policy unless they are adequately prepared in advance for a new approach to public attribution. Our employees are educated from the time they enter on duty to remain silent about the Agency's activities and to offer no comment in response to public criticism. In general they have learned to live with the relative anonymity imposed upon them by the Agency and their morale normally survives very commendably the occasional journalistic outbursts against CIA. Most of them have come to believe that the best image for the Agency is that of the "silent anonymous

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EYES ONLY
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EYES ONLY

service." If we plan now to alter our attitude toward public acclaim, I believe we should first develop a carefully conceived program and announce it internally to all of our own people in order that they can be educated and prepared to adjust their responses in their personal lives.

4. In summary, it seems to me that the objective of creating an image of CIA identifying it with its statutory responsibility can best be undertaken by a program patterned after the "100 Universities Program" which we found to be so successful last fall. In all probability any positive public relations effort we undertake should not be pointed at the public information media directly but should perhaps reach them through the technique of causing them to report upon participation by our senior officials in activities of interest to the public and related to our statutory responsibilities. Any presentations we make should be carefully planned and thoroughly considered in terms of possible adverse affects upon our security or any other aspect of our functions before they are released for public consumption. Employees should be thoroughly informed of the purpose, intent, and nature of the program and should be given very definite policy guidance for their own personal conduct.



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L. K. White
Deputy Director
for Support

EYES ONLY

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John A. McCone
Director

SECRET
EYES ONLY

16 January 1964

MEMORANDUM FOR THE DIRECTOR

1. Attached is a proposed memorandum for you to sign. Copies will then be given to each of the officers who attend the morning meetings. This memo has already been read almost verbatim to the members of the Executive Committee by me and was handled as a directive for their guidance. Its phraseology corresponds to that proposed by you in your draft memorandum of 13 January (attached as Tab A).

2. Discussions with Mr. Bross, Mr. Kirkpatrick, and Mr. Chretien resulted in this final memo. A separate proposal will be made later for the establishment of a guidance committee to study means by which the Agency "image" can best be put forward in accordance with paragraph 5. This committee will have the benefit of the reports called for in paragraph 6. The makeup of this committee has not yet been agreed but my own inclination is to avoid using our senior commanders whose time is already too heavily absorbed by other matters. I would prefer to use some of our more senior officers who do not have immediate operating and command responsibilities and possibly with some assistance from

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3. I recommend that you sign the attached memorandum as written.



Marshall S. Carter
Lieutenant General, USA
Deputy Director

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EYES ONLY

DRAFT:JAM/mcm 13 Jan 64



MEMORANDUM: Handling of Publicity

1. There is hereby established a committee on public relations under the Chairmanship of Mr. Kirkpatrick and composed of Messrs. Cline, Helms and Chretien. Each member is authorized to appoint an alternate to serve thereon in his absence. The purpose of this committee will be to review and approve all activities in press relations and the manner in which the CIA policy is to be implemented.

2. Policy guidance will be issued from time to time by the Director or Deputy Director and under no circumstances is to be changed or modified by either the committee or members of the organization. Modifications and policy guidance thereto will be issued by the Director or Deputy Director in written form or issued orally and covered by implementing memorandum.

3. Press releases for background briefings of either attributable or unattributable nature are to be coordinated by the committee chairman and his designees with the White House, Department of State, Department of Defense, or any other department or agency of the government when they are involved.

4. As a general rule in the absence of specific instructions and coordination with the White House, State and others, CIA shall make no releases on any of its estimates, analyses, or reports, whether classified or not. It is considered preferable that such releases be made by the Department of State or others.

5. The substance of personal contacts with individuals of the press, either socially or otherwise, should be recorded in a memorandum for the record as is the Agency's practice.

6. With respect to DCI's desire to create an "image" of CIA as carrying its primary responsibility of assembling all intelligence, its analyses and evaluation, and reporting this to policy makers, it continues to be my desire that this be done. This can be done by emphasizing this role as contrasted with the operational role and by private discussions with our counterparts in Government, members of Congress, and members of the press on occasion of meeting them, and with members of the public. It is not necessary in advancing this responsibility to do anything but refer to the statutory responsibility in the manner in which this responsibility was charged. It is not necessary to refer to any of our production or is it necessary that statements bearing attribution be made.

Mr. Chretien:

The original of this memo was passed through [] to [] who returned it to DD/P in a sealed envelope. Consequently I do not know whether or not this should be considered an official copy.

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[]

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NOTE:

DD/P reply to Executive Memorandum #121 was ER 64-728 dated 29 January 1964. It went from ^oExecutive Director to [] (who probably passed it on to [] as the next ER record shows it going in a sealed envelope back to DD/P from []

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D.

4-0468

Executive Registry
64-728

28 JAN 1964

MEMORANDUM FOR: Deputy Director of Central Intelligence

SUBJECT: Agency Relations with News Media

REFERENCE: DCI Memorandum of 16 January 1964,
same subject, paras. 5 and 6

1. I have called the reference memorandum to the attention of Clandestine Services division and staff chiefs and instructed them to see that all officers understand and conform strictly with its provisions.

2. The spate of adverse press comment on CIA during recent months has caused concern among CS officers. Most of these articles are unlikely to have lasting effect but those of Harry Truman and Senator McCarthy and the editorials of the Washington Post have been especially disturbing because they appear to be so authoritative. They are well-suited for exploitation by Communists. There has been a good deal of re quoting of anti-CIA press criticism abroad. All in all, however, I have the impression that the net harm done has not yet been very great and the less direct notice we take of this sort of thing, the better. Indirectly there may be many situations where selective effort on our part can help. In the long run one of the most damaging results of all this criticism is likely to be its effect on our recruiting program and on our junior officers.

3. Release by CIA of information on the Soviet economic slowdown was widely noted abroad. Unfortunately too many foreign commentators took their cue from American domestic reports and there was less attention paid to analytical substance than to the fact that CIA had released the information. There has been an inordinate amount of speculation on motivation for the release. Nevertheless, the treatment the Economist gave us seems to be fairer than that of the overwhelming majority of the U. S. press. In time, professional journals and specialized publications in both Europe and the U. S. will probably do better by us on this topic.

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[REDACTED]

4. While I agree entirely with the general philosophy expressed in paragraph 5 of the reference, I would still hope that very gradually, over time, this Agency's Clandestine Services might acquire a somewhat improved public reputation as an operationally competent and effective arm composed of intelligent, alert, devoted, hard-working officers rather than a motley crew of adventurers intent upon taking U. S. policy into their own hands, as both the U. S. press and the Communists so often make us out to be. Three things done occasionally but consistently would help. They should not appear to be in response to particular criticisms as they develop except in unusual circumstances, such as [REDACTED]

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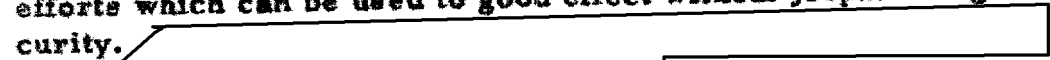
a. Public assurances from high policy officials (the members of the Special Group, e. g.) that CIA is regularly and thoroughly scrutinized from the policy coordination viewpoint. Public statements should be few in number but on important occasions and before prestigious groups. Occasional background briefings by the President of selected reporters and Congressmen--stressing his knowledge of CIA and confidence in it--would be helpful.

b. Extremely selective, informal, off-the-record conversations by senior CIA officials with a limited number of key reporters and commentators on either an individual or small-group basis with the aim of impressing them with the professionalism and seriousness of CIA's operating elements as well as the magnitude and complexity of many of the problems we face in most parts of the world. Such conversations might or might not lead directly to printed articles but should never result in attributable reporting on anything CIA is doing or thinking. They would be primarily for the purpose of establishing background or frame of reference against which suspected Agency action or lack of action could be placed by newspapermen.

c. Collection and presentation [REDACTED] of material which proves that the Soviets and other Communists are engaged in a world-wide effort to discredit this Agency with

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both the American public and the people of other countries. There is a considerable body of evidence on Communist misinformation efforts which can be used to good effect without jeopardizing security.



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(Signed) Richard Helms

Richard Helms
Deputy Director for Plans

NOV 11 1980

(CLASSIFICATION)

ER 64-411

CENTRAL INTELLIGENCE AGENCY

EXECUTIVE MEMORANDUM

OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 121

DATE 16 January 1964

TO:

ROOM NO.

Deputy Director (Plans)

3 C 34

Deputy Director (Intelligence)

7 E 32

Deputy Director (Science & Technology)

3 E 13

Deputy Director (Support)

7 D 18

~~Controller~~

Inspector General

7 D 49

General Counsel

7 D 07

Assistant Director for National Estimates

7 E 47

Ass't Dir for Current Intelligence

7 G 15

Chairman, Watch Committee

3 E 13

Mr. Paul Chretien

1 F 08

DCI

Copies: DDCI ✓

ExecDir-Compt.

ER

This memorandum contains information for the addressees. Addressees may give this memorandum additional circulation within their components as required. All copies should be **destroyed**, not filed, upon completion of circulation. A master file will be kept in the Executive Director's Office and will be available upon request.

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ACTION		DIRECT REPLY		PREPARE REPLY	
APPROVAL		DISPATCH		RECOMMENDATION	
COMMENT		FILE		RETURN	
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FROM: NAME, ADDRESS AND PHONE NO.				DATE	
DDI 7E32 Hqs					

(CLASSIFICATION)

ER 64-411

CENTRAL INTELLIGENCE AGENCY
EXECUTIVE MEMORANDUM
OFFICE OF THE DIRECTOR

EXECUTIVE MEMORANDUM No. 121

DATE 16 January 1964

TO:

ROOM NO.

✓ Deputy Director (Plans)
✓ Deputy Director (Intelligence)
Deputy Director (Science & Technology)
✓ Deputy Director (Support)
Comptroller
Inspector General
General Counsel
Assistant Director for National Estimates
Ass't Dir for Current Intelligence
Chairman, Watch Committee
Mr. Paul Chretien

1 F 08

Copies: DCI
DDCI
ExecDir - Comptroller
ER ✓

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